



Introducing *ROCKET21* ...

*Because kids have BIG dreams ...
Are excited to share them ...
And want authentic help to make them come true.*

The global knowledge economy has radically transformed our world. Yet, how we prepare students for their futures has changed little. **Rocket21** is a new education organization developing a groundbreaking web resource that supports preparation for 21st century success in youth.

This is the fundamental premise behind *Rocket21* – and we invite you to learn more.

ROCKET21 Highlights:



Target: Kids 9-15

Focus: A social network where kids connect directly with professionals – and other kids – around their areas of passion and interest.

***Rocket21's* Unique Proposition for Kids:**

*There's a World of Possibilities - Find your future on **Rocket21**.*

Why *Rocket21* is different from other youth offerings: For kids, being able to “geek out” with a friend about things they are into is cool – but inviting professional experts into the conversation raises the authenticity and validation to levels that are off-the-charts. For example, talking about songwriting with interested friends is fun. Joining a fan page is cool, but impersonal. Watching a video is compelling. But sharing your music and songwriting passion with a Grammy-winning songwriter – having access to behind-the scenes info and opportunities – and learning from real experts about what has contributed to their success – (all happening right now on *Rocket21*) – are experiences kids can't readily access without taking a field trip, going to camp, winning a contest, or ... having amazing family connections.

See firsthand examples of the engagement of *Rocket21* members:

<http://www.rocket21.com/r21/engagement>

One *Rocket21* PRO said it best ...

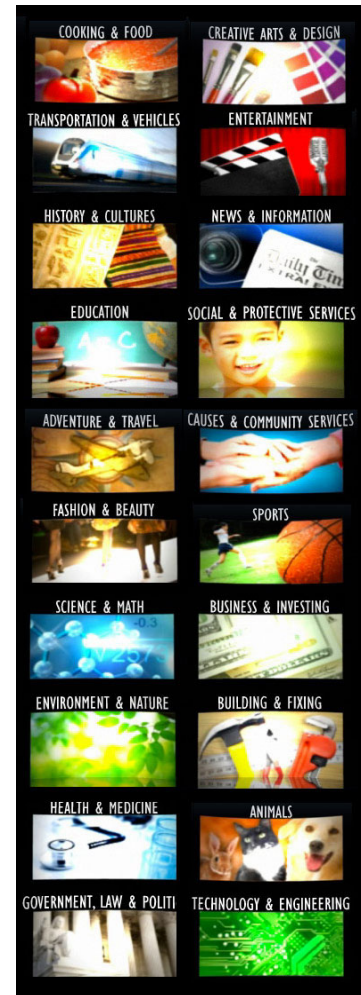
“Rocket21 is every kid's ticket into one of the world's most captivating professional networks.”

Why *Rocket21* is onto something: Dreaming is an important part of what kids do. Besides, surprises are fun. Getting inspired is habit forming. Encouragement feels good. Being heard – especially by someone with expertise – is a really big deal. Finding out that successful PROs (and seemingly confident peers) still have questions and anxiety is a monumental relief. And best of all – hearing someone who’s “made it” validates that you *do* have a chance to find a cure ... change the world ... record a hit ... build a business ... or even pass a quiz ... can be the difference between just another day and “*that amazing day*” a kid will remember at 35.

Why we think you should care: Although our platform is new, the intensity of our testers’ responses suggests a huge opportunity for *Rocket21* to connect with kids on a massive scale around their dreams and career exploration. Educators can take advantage of the online platform for activities both in-school and after-school hours.

The *Rocket21* website offers students the opportunity to:

- Learn about 21st Century jobs and pursuits
- Connect with experts from a wide range of professions
- Explore the evolving range of options within STEM disciplines
- Gain an insider’s view of careers from engineers to musicians to teachers
- Take responsibility for exploring their own futures and choices



Why we want to connect with you: Virginia educators are leaders in creating opportunities for students to take full advantage of technology and 21st Century resources for their students. We would like your and your students’ participation in helping to use and shape *Rocket21*’s features. Students get an exciting “behind-the-scenes” look at how technology and media services are developed – and the opportunity to serve as “experts” themselves, sharing their thoughts and views while thinking about their own futures.

Share the Virginia *Rocket21* at: <http://va.rocket21.com> or for more information, please contact:

Lisa Litsey
Senior Director/Outreach & Alliances

lisa@rocket21.com

415.205.4394 (cell)